

Sam Levy Has Decided to Continue His

\$3⁹⁵

For Another Week

In spite of the heavy buying of the past week, there is still an almost limitless assortment of Footwear for Men, Women and Children to be sold at this very special price—\$3.95 pair.

Men's Florsheim's Regular \$10 Fall and Winter Models

\$8.50

SAM LEVY

New and Greater Store Sartori Ave. Torrance

OBSERVATIONS

(Continued from Page One)

not found it. There is a hint that Greek soldiers stepped over on Bulgarian soil. This comes from Sofia. There is another hint that Bulgarian troops walked over on Greek soil. This comes from Athens. So both hints mean little. If it came right down to cases it is probable that not one soldier in 1000 on either side could tell you the real cause of the trouble. Those Balkan States and Greece apparently don't need a real cause for war. They fight on suspicion. The League of Nations Council met in the big "treaty room" at Versailles and framed an ultimatum to Greece and Bulgaria, ordering both nations to withdraw their troops unconditionally and within 24 hours. This ukase marks the first long step toward actual war-prevention that the Council has ever taken in the face of actual hostilities. The lasting results of the League's action will be worth noting. If war is permanently prevented by the action of the League Council, a great precedent will have been established.

Local Boy Wins Curtis Co. Award

Jack Brown of 918 Portola avenue has been awarded the junior degree in the League of Curtis Salesmen, an honor organization maintained by the Curtis Publishing Company for boys who sell its publications. He is proud of his badge of membership and the many fine prizes earned, and for the chance to swell his bank account. Jack expects to climb the ladder to the senior degree in a short time.

The American Legion Auxiliary will meet Tuesday evening at 7:30 at the home of Mrs. P. G. Briney, 1452 Post avenue. Preparations for the dance to be held Nov. 10 will be the chief business of the meeting.

Mrs. Fess Attends Session of Grand Chapter of O. E. S.

Mrs. J. H. Fess was one of 1500 delegates who attended Grand Chapter, O. E. S., at Santa Cruz last week. Mrs. Fess reports an extremely interesting session. In Mrs. Fess' party were Dr. and Mrs. Wells of San Pedro and Mrs. Mildred Redmon of Redondo Beach. The return trip included a visit to Monterey and the quake zone at Santa Barbara. The Southern California Association of Commercial Executives was entertained at Mount Lowe over the weekend by the Pacific Electric Company. Mr. and Mrs. Carl Hyde were included among the guests.

Former Realtor Tells Conditions in Southeast

(Continued From Page One) larger structures where the builders are shipping their own materials in by water via their own ships.

No Speed Limit

The traffic problem here is a hard one, for their streets are only about half as wide as our Long Beach streets. Yet they handle the traffic better than we do in Long Beach, for they have worked out a one-way street system and there is no speed limit. When the signals are open for traffic the officers motion for you to speed up when you are probably making 25. Some of their busiest streets down here have only three to six feet wide sidewalks. The streets are a lively mass of people buying and selling real estate on every hand. While in a dentist's office yesterday the office girl mentioned that she had the position there only a couple of days, and that the former office girl was now in the real estate business. It is now the habit here. Everybody buys property—everybody sells property. The carpenters, the chauffeur and the soda clerk, and everybody else, stop work to buy or sell property. They are real estate mad!

Plenty of Money

In Palm Beach 160 acres of ground on which I worked for its owner 14 years ago, which was then valued at not to exceed \$40,000, is now valued at somewhere between five and ten million dollars. Ground which could have been homesteaded at that time has now been subdivided and is selling for \$2000 for a 50-foot lot. Some with water frontage is selling as high as \$50,000.

Now, the reason for such a boom is directly due to two causes: first, because there are billions of New York capital, in addition to money from all over the United States, backing the numerous subdivision developments. One subdivision corporation here has in operation a \$75,000,000 improvement program. Here a subdivider announces he is going to build a million-dollar hotel at some location in his subdivision, and before the announcement is made the contracts for such an improvement have already been let. Second, they spend millions of dollars for advertising. A single subdivision has been known to spend a million dollars for advertising Miami. A short time ago I heard that the city of Long Beach appropriated \$15,000 as an advertising fund. That is a laughable sum. Miami spends millions, with the aid of her subdividers. There is lots of work at this time in the city of Miami and other coast towns, on account of the building and development activity. There are at present about a dozen skyscrapers being built in the down-town section of hotels, including some of the skyscraper type, being built in the outlying subdivisions. In other words, for the present time Miami, and for that matter Florida's coast towns in general, look like good places to make money in a speculative way; but it is not the all-year-round climate such as Southern California, and nearly everyone whom I have asked the question, "What are you going to do when the boom is over?" replies that they are going to California. It makes me think that I will probably be overlooking the best bet if I do not get back to California and tie up all the property I can before they start coming in. I have always said there were just two states I cared to live in. One was California and the other Florida. But I have now reduced that

Gardner Music Co. Opening Is Pretty Affair

'Little Boy Blue' Entrances Those Who Attend Program

"The Little Boy Blue" of radio KHH, known to the motion picture world as David Durand, came down last night to the opening of the Gardner Music Company's new store in Torrance.

With his pretty long curls and jaunty manly stride he was as popular as the Prince of Wales, in a manner as natural as a finished stage actor, he stood upon a table and gave a dozen recitations, to the delight of everyone present.

Little David is only 5 years old, but his enunciation is as clear as a baritone. But David's talents are not limited to declamation, as was demonstrated as soon as the orchestra started a lively jazz number. At the first note, the modern "Little Boy Blue" stepped into the center of the crowd and danced the Charleston in masterly fashion.

Mel Wood and Joe Jimenez from the Spanish American Institute were well received. They rendered several pleasing numbers on the steel guitar and ukulele.

Perry J. Rogers, baritone, and Dick Short, accompanist, from the Martin Music Company, Los Angeles, delighted the audience with well chosen selections.

The Orlo Orchestra completed the program with some very good jazz and classical numbers. The new store was handsomely appointed with many exquisite radio cabinet models, pianos, and a profusion of beautiful flowers sent by well-wishing friends.

In speaking of the opening, Milton Gardner said: "We are very grateful for the splendid response on the part of the people in this community and we shall endeavor to merit this hearty support by up-to-date and efficient service."

Attend Bellevue Ceremony Friday

The institution of Belvedere Lodge No. 888 last Friday evening was attended by Mrs. John Waite, Mrs. Julius Gertzen, Mrs. William Lanning, and Mrs. H. P. Christenson.

Grand Warden May Reynolds and suite instituted the lodge, the members were initiated by the Whittier lodge, and the Hollywood lodge installed the officers. A dinner preceded the ceremonies and refreshments were served afterward.

to one, and that one is California! Hail, California!

I compare, as a place to live, Florida and California as I would a glass stone and a diamond. The only things that they have here which we have not in California are the royal and cocoanut palms, and millions of insects. The cocoanut palms and the royal palms are both very wonderful; while California has its mountains with their snow-white peaks—I would love to have a refreshing breath from the snow-capped mountains at this very moment—when here we are suffering so terribly with the heat and cannot, by motoring all day long anywhere, get but a very slight variation in scenery or temperature. California has its hundreds of ripe fruits all the year round, while Florida has only citrus fruits and they ripen in season, as the deciduous fruit of the north. It is almost impossible to get a good glass of fresh milk here. Milk sells a 30c a quart when you can get it. One misses the network of fine paved roads, the beautiful developed groves, and the hundreds of other things which they have not here. Good food in any form is the scarcest thing here, and the water is nothing to boast of. Prices of foods are as follows: Eggs, 75c to \$1.25 a dozen; boiled ham, \$1.40 per pound; best butter, 80c per pound; and other things, with few exceptions, in proportion, and especially the fruits which are grown here in Florida and which we people expect to be reasonably priced, are outrageously high. Compared with our California cities, cleanliness is unknown here. This, of course, is mostly due to the present overcrowded conditions, colored help, and because dispensers of food sell about all they can prepare regardless of conditions. They are not, however, getting rich, for their rents, raw foods and help are proportionately high. The real money being made here is in the sale of real estate, and wise are the people who sell at the prevailing high prices. The break is sure to come before long, and we unto the fellows who hold real estate at its present value, or rather who bought it, at its present value. Just now there are great plans for building in operation, besides the thousands of buildings now under construction. An overbuilt condition is sure to follow the land boom, and I venture to say that apartments eagerly sought after at \$200 per month today will, within three years, be vacated at a rental of \$50 per month. You can judge for yourself what the result will be on present values.

Quakes, Too

And to my friends in California I want to say from now on, leaving California's opportunities for Florida's will be like leaving a vault of gold to chase the rainbow. I might add, to close this letter, that on October 8th, at 1:49 a.m., I was awakened by an earthquake. It was very similar to some of the little quakes following the big quake at Santa Barbara, and I am now convinced they are apt to have disastrous quakes here as any place. Well, it's California for mine. Sincerely yours, G. M. KNAPP.

Evangelical Sunday School in Contest

At a meeting of the Central Evangelical Sunday School board held Tuesday evening arrangements were made to enter into a membership and attendance contest with the Melrose Avenue Evangelical Sunday School of Los Angeles.

Conditions of the contest, which will continue for three months, will be published in next week's issue of The Herald.

The Central Evangelical Sunday School is making rapid strides under the superintendency of P. G. Briney.

Del Amo Well Flow Tripled After 'Bath'

An interesting development in the Torrance field was the increased production obtained by the Chancellor-Cantfield Midway Oil Company's Del Amo No. 81, which tripled its production after the rods and tubing had been pulled and the well given a good washing. The flow was increased from 300 to 1000 barrels, according to actual gauge measurement.

Gourdier Warns Against Cashing Of Money Orders

Alfred Gourdier, Torrance postmaster, has been instructed by the postoffice department at Washington to warn local business men not to cash postal money orders for unidentified strangers. The bulletin which Mr. Gourdier received states that many money order blanks are stolen each month and that merchants cashing blanks which have been stolen suffer the entire loss.

Kiwanians to Hear Santa Monica Man

Dr. C. F. Clark of Santa Monica will address the Kiwanis Club of Torrance tomorrow noon. The meeting will be held at the Women's Clubhouse. M. J. Pix is chairman of the program committee for the day.

Local Men Speak on Business Ethics at Rotary Club Meet

"Business Ethics" was the subject featured at the program of the Rotary Club this noon. Wilfred Tahl, chairman of the club's Better Business committee, introduced Horag E. Reeve and Dr. Robert Hoag, who spoke on business and professional ethics.

***** TORRANCE NOTES *****

Mrs. F. A. Zeller and Mrs. William Lavan were Long Beach visitors Wednesday.

Mrs. F. M. Reavie of Los Angeles is a guest of her sister, Mrs. W. W. Woodington, of Arlington avenue.

Mr. and Mrs. G. H. Bradford and family, of Amelia street, were visitors in Hemet Sunday, and on the return trip stopped in Riverside.

Mrs. Rose Bell of Gramercy avenue is a guest of Mrs. Byers of Los Angeles.

Mr. and Mrs. I. R. Clever of Fullerton were Sunday visitors at the E. N. Tomkins home on Gramercy avenue.

Mr. and Mrs. S. A. Webb of Anaheim avenue were Pasadena visitors Sunday.

Mr. and Mrs. E. C. Woodington of Arlington avenue and Mr. and Mrs. Barnes spent Sunday at Redondo Beach.

Mr. and Mrs. Bill Sullivan of Los Angeles were dinner guests Monday of Mr. and Mrs. S. J. Jackson. Later all attended the U. T. Girls' Club dance at Redondo Beach.

Miss Pauline Diedericks of Butte, Mont., and Fay Nelson Bond of 3850 Marathon street, Wilmington, were married Saturday evening at the Methodist parsonage by Rev. Fred M. Essig.

Mrs. A. W. Meisner was entertained at luncheon Wednesday by Mrs. D. Reabedow of Hollywood, a former resident of Torrance.

O. W. Stone of Stone and Myers returned Saturday from a two-weeks visit in San Francisco.

Baker Smith Jeweler

Carson Street
Swiss Watch Repairing a Specialty

RED W BRAND Colored Enamels "HARDWARE" REEVE

Torrance

Body Works Is Opened Here By Two Local Men

Jack Hanson and A. F. Greve Start Business on 213th Street

Here's good news for reckless drivers. If you crush a fender or smash the body of your car, you can get it repaired right in Torrance, and by an expert.

Jack Hanson and A. F. Greve have opened the Torrance Body and Radiator Shop at 1817 213th street, opposite the Consolidated Lumber Company. The new shop is equipped to do any kind of fender, body, or radiator repairing. They will also have a complete stock of used parts for all cars. A tow car service will be maintained.

The shop will be in charge of A. F. Greve, who for several years has been doing this work for the Automobile Club of Southern California for the Los Angeles-San Pedro district. This work will now be done in Torrance. Mr. and Mrs. Greve plan to move to Torrance next month from San Pedro, where Mr. Greve recently sold out the San Pedro Body and Fender Works. He is well known in this district and is a native son.

Community Chest For Torrance Is Plan of Chamber

Directors of the Torrance Chamber of Commerce are planning to consolidate local appeals for charity in a Community Chest Drive to be conducted in a few weeks. Tentative plans for the campaign, which will be an annual event, include the collection of funds for the Torrance Relief Society, the Salvation Army, and the Boy Scouts. Further details will be announced later.

Girls' Club Nets \$375 on Dance

The benefit dance given at Redondo Beach Monday evening by the United Tool Girls' Club was well attended. The girls are well pleased with the net proceeds, \$375, which will be used for the benefit of the Children's Hospital.

Another Month Is Gone---

[DID IT PAY?]

Did October see something put into the reserve fund? Did you spend less than you madé?

Or was it another of these trying months when you can't seem to make ends meet?

November is a brand new month. Make it pay. Start with a savings account at the big friendly bank even if it is only small—and make November accomplish what October missed.

4% INTEREST on Savings

Torrance Office

Bank of America

(Formerly State Exchange Bank)

James W. Leach, Manager

Combined Resources

Bank of America & Commercial National Trust & Savings Bank

40 MILLION DOLLARS
21 BANKING HOUSES
in Southern California

Present Fire Chief With Golden Badge

The Torrance Volunteer Fire Department Thursday presented Chief Hannebrink with a gold chief's badge. Rev. B. H. Lingenfelter made the presentation.

Mr. and Mrs. Fred Boice were entertained Sunday evening by Mr. and Mrs. George H. Bradford.

RED W BRAND

Flat Wall Paint

"HARDWARE" REEVE

Torrance

Eby's Dry Goods Store

Your Community Store

Special!

Randolph Cuties "Sox for Tots" in colors 25c Pr. Sizes 5 to 8

CHRISTMAS HANDKERCHIEF HEADQUARTERS
Cabrillo at Carson, Torrance

THE Gardner Music Co.

IS GRATEFUL

For the Hearty Welcome Which the People of This Community Gave Their New Store Last Evening at Its Formal Opening.

Such Response Urges Us To Redouble Our Efforts to Merit Your Continued Support by Superior Service.

Remember, We Have

"Everything Musical"

From the Cheapest That Is Good To the Best That Is Made.

Gulbransen Pianos
Brunswick Phonographs and Radio Combinations
Brunswick Records
FADA and R. C. A. Radios
York and Buescher Band Instruments
Sheet Music
Q. R. C. Player Rolls

GARDNER MUSIC COMPANY

1325 Sartori Ave., Next to First National Bank

Torrance

Phone 178-W

Are You Fastidious About Your Clothes?

Then You are just the man we want to meet!

Because we have pleased some of the best groomed and most particular dressers in this community. Many men who have long contended that they had to go to Los Angeles to secure a suit of clothes that satisfies, have been delighted with the clothes we have tailored for them in Torrance.

SUITS and OVERCOATS

Hand Tailored to Your Taste

\$50.00 and Up

Full Line of Fall and Winter Woolens
Christmas Is Coming On. Better Order Your Suit Now and Avoid Disappointments.

J. Lepkin

MERCHANT TAILOR

1312 Sartori Ave.

Torrance